PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Gary Eastburn **DATE:** October 18, 1994

FROM: B.A. Reuter

SUBJECT: Peat Marwick Company Proposal to Develop Business Requirements for System to Assist in Planning, Purchasing, and Tracking Permanent and Temporary POS.

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For Your Information

Marketing has gone ahead and contracted with Peat Marwick to develop business requirements for a POS system. The cost of the 12 week study is $150,000. Roy Anise included George Moreo, Jim Thomas, and me in the initial Meeting. I believe it is important for Sales to participate in the effort - as does Roy. In addition, he thinks it would be a good idea for Sales to pay for half the study.

I personally have no problem doing so as I think it would instill balance and linkage between Marketing and Sales. However, I naturally want to know your thoughts. The attached overview of the study will show you the game plan Peat Marwick expects to follow. I'd be happy to discuss it with you at your leisure.

BAR:em

10/25

Roy Anise
FYI. As I've said before the perm POS process has [illegible] been put in place. Since Marty invited & did not notify us in design plan of project I feel it's their cost. We will begin [illegible] on Nov 8th. I do feel that we can help to improve the temp POS process. Refer to [illegible] & you & Jim Thomas should not have a consultant on this project. Think we already have primary POS [illegible] to develop. Think our people are better served than is just starting to work to refine ve: J. Thomas the program.
Gary

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